

Rollover	180 x 60 & 300 x 300	2.500 x 0.833 & 4.165 x 4.165	jpg, png, gif, swf	40k	15-sec	na	Yes	Expandable, Polite
Expandable / Retractable – North	728x90 to 728x315	10.111 x 1.250 to 10.111 x 4.375	jpg, png, gif, swf	40k / 100k	15-sec	On user click	Yes	Video, Polite
Expandable / Retractable – Sky	160x600 to 600x600	2.222 x 8.333 to 8.333 x 8.333	jpg, png, gif, swf	40k / 100k	15-sec	On user click	Yes	Video, Polite
Expandable / Retractable - Lrec	300x250 to 600x250	4.165 x 3.472 to 8.333 x 3.472	jpg, png, gif, swf	40k / 100k	15-sec	On user click	Yes	Video, Polite
Expandable / Retractable - Lsky	300x600 to 600x600	4.165 x 8.333 to 8.333 x 8.333	jpg, png, gif, swf	40k / 100k	15-sec	On user click	Yes	Video, Polite

Notes:

- * Some sites use 950x400 for SBBs. Adwatch size is 950x300, but if 950x400 creatives are submitted, those can be loaded into Impact Engine. That will not affect the order in DFP, since all SBBs are assigned as 950x30 creatives.
- Sliding Billboards, Corner Peels and Rollovers must be built as two separate creatives, each of which is imported into Impact Engine. Tags are generated via Impact Engine.
- # Corner peels and wallpapers require the viewable image to be only part of the full image size. Photoshop templates are available for both ad units.

Mobile/iPad Ad Specs

Ad Names	Ad Size (Pixels)	Ad Size (Inches)	Formats Accepted	Max Initial File Size	Max Animation Time	Audio	3rd Party	Rich Media Options
Mobsite, mobilesp	300 x 50	4.165 x 0.694	jpg, png, gif	15k	15-sec	na	Yes	na
Moblapp1, mobilapp2	320 x 50	4.440 x 0.694	jpg, png, gif	15k	15-sec	na	Yes	na
Mobl120 (Yahoo)	120 x 20	1.665 x 0.277	jpg, png, gif	15k	15-sec	na	Yes	na
Mobl168 (Yahoo)	168 x 28	2.333 x 0.388	jpg, png, gif	15k	15-sec	na	Yes	na
Mobl216 (Yahoo)	216 x 36	3.000 x 0.500	jpg, png, gif	15k	15-sec	na	Yes	na
Moblbanr (Yahoo)	300 x 50	4.165 x 0.694	jpg, png, gif	15k	15-sec	na	Yes	na
Mobile Interstitial (moblint)	300 x 250	4.165 x 3.472	jpg, png, gif	35k	15-sec	On user click	Yes	Video, Tap to call
iPad Banner (iadbannr, iadbinap, iadbnoth)	728 x 90	10.111 x 1.250	jpg, png, gif	40k	15-sec	na	na	na
iPad Interstitial (iadintst)	768 x 1024 (& 1024 x 768)	10.667 x 14.222 (& 14.222 x 10.667)	jpg, png, gif	200k	na	On user click	na	Video

Notes:

- Animated GIF ads CAN be used for mobile ads. Since the Ad Hub cannot build animated GIFs via Adwatch, we can only send external animated GIFs as is directly to AdOps. They should not be imported into Flash in Adwatch. Flash ads should be discouraged for mobile ads, because a majority of mobile devices do not support Flash. This includes all Apple devices and newer Android devices (*after version 4.1 Jelly Bean; Adobe also stopped supporting mobile Flash effective Aug. 15, 2012*). Flash mobile ads can be built as long as reps understand that the majority of mobile devices will display the backup static PNG files.

Specialty Ad Specs

Ad Names	Ad Size (Pixels)	Ad Size (Inches)	Formats Accepted	Max Initial File Size	Max Animation Time	Audio	3rd Party	Rich Media Options
Microbnr (ATH)	70 x 50	0.972 x 0.694	jpg, png, gif	40k	na	na	Yes	na
Fcbk-rc, D100x80	100 x 80	1.389 x 1.111	jpg, png, gif	40k	na	na	na	na
Jobhire (SAV)	120 x 90	1.666 x 1.250	jpg, png, gif	40k	na	na	Yes	na
Featmpr, tile (AUG, LUB, SAV, TOP)	125 x 125	1.736 x 1.736	jpg, png, gif	40k	na	na	Yes	na
EmpFeat, Button, Jobutton	140 x 140	1.944 x 1.944	jpg, png, gif	40k	na	na	Yes	na
Sticky Remnant (LUB, SAV)	160 x 90	2.222 x 1.250	jpg, png, gif	40k	na	na	Yes	na
Real Estate Button (JAX)	160 x 100	2.222 x 1.388	jpg, png, gif	40k	na	na	Yes	na
Sky-Intr (AMA)	160 x 300	2.222 x 4.165	jpg, png, gif	40k	na	na	Yes	na
Homeste2 (SAR)	220 x 90	3.056 x 1.250	jpg, png, gif, swf	40k	na	na	Yes	na
D225x40 (AUG)	225 x 40	3.125 x 0.556	jpg, png, gif	40k	na	na	Yes	na
Rotatbnr (AMA, AUG, SAR, SAV), widget (JAX)	230 x 90	3.194 x 1.250	jpg, png, gif, swf	40k	na	na	Yes	na
Homeste1 (SAR)	234 x 90	3.250 x 1.250	jpg, png, gif, swf	40k	na	na	Yes	na
Enhlstng (SAR)	300 x 70	4.165 x 0.972	jpg, png, gif	40k	na	na	Yes	na
Hpbutton (SAV, AUG), Grpemail (Sav)	300 x 100	4.165 x 1.389	jpg, png, gif, swf	40k	na	na	Yes	Expandable
Daily Deals (JAX)	300 x 120	4.165 x 1.665	jpg, png, gif	40k	na	na	Yes	na
Bannerhp (AUG)	300 x 150	4.165 x 2.083	jpg, png, gif, swf	40k	na	na	Yes	na
Slideshow (ATH)	300 x 250	4.165 x 3.472	jpg, png, gif, swf	40k	na	na	Yes	na
Lrgtile (AUG)	500 x 500	6.944 x 6.944	jpg, png, gif	40k	na	na	Yes	na
Slideshow2 (AMA)	504 x 360	7.000 x 5.000	jpg, png, gif, swf	40k	na	na	Yes	na
Slideshw (ATH)	510 x 425	7.083 x 5.902	jpg, png, gif, swf	40k	na	na	Yes	na
Email	550 x 1200	7.639 x 16.667	Static only: jpg		na	na	na	na
Midpage (JAX)	600 x 90	8.333 x 1.250	jpg, png, gif	40k	na	na	Yes	na
Visitor (SAR)	600 x 100	8.333 x 1.389	jpg, png, gif	40k	na	na	Yes	na
Reader's Choice Online Slider (Atholrct - ATH)	820 x 120	11.388 x 1.665	jpg, png, gif	40k	na	na	Yes	na

Yahoo Ad Specs

Ad Names	Ad Size (Pixels)	Ad Size (Inches)	Formats Accepted	Max File Size	Max Animation Time	Audio	3rd Party	Rich Media Options
North, A, N (yahonor)	728 x 90	10.111 x 1.250	jpg, png, gif, swf	40k	15-sec	On user click	Yes	Expandable, Polite
BT Sky (yahosksh)	120 x 600	1.665 x 8.333	jpg, png, gif, swf	40k	15-sec	On user click	Yes	Expandable, Polite
Skyscraper, Sky, B (yahosky)	160 x 600	2.222 x 8.333	jpg, png, gif, swf	40k	15-sec	On user click	Yes	Expandable, Polite
Large Rectangle, Lrec, C (yaholrc)	300 x 250	4.165 x 3.472	jpg, png, gif, swf	40k	15-sec	On user click	Yes	Expandable, Polite, In-Banner Video
Monster, Mon (yahomon)	425 x 600	5.902 x 8.333	jpg, png, gif, swf	40k	15-sec	On user click	Yes	Expandable, Polite, In-Banner Video

DISPLAY ADVERTISING GUIDELINES

(These guidelines are pulled directly from Yahoo advertising guidelines and updated with Newspaper.com in underline where appropriate.)

The following is a list of the guidelines that are most commonly missed upon creative submission:

- Creative must have a distinct border to clearly identify where the page ends, and advertisement begins.
- Animation cannot exceed 15 seconds. Animation can begin again on mouse over, but must stop immediately on mouse off.
- Creative can not exceed the specified weight limits posted on Newspaper.com (40k for banner ads).
- Creative must have branding.
- Creative must match ad size.
- No fake HTML or simulated interactivity (A maximum of 5 linking URLs can be used in each HTML creative).
- No obscene or otherwise objectionable images.
- No 'FREE' offers in the ad unit with out pre-approval from Newspaper.com.
- Creative cannot use the 'Newspaper.com' name or logo without pre-approval from Newspaper.com.
- Creative containing a sweepstakes or contest must be pre-approved by Newspaper.com! (2-3 business day lead time required).
- Cookies may not be set on the Newspaper.com network.

NEWSPAPER.COM ADVERTISEMENT POLICY GUIDELINES

- Advertisements cannot mislead the user. For example, they may not mimic or resemble Windows/Mac/Unix dialogue boxes, error messages, or the like.
- Advertisements cannot resemble Newspaper.com content. Ads must have a distinct border or a highly contrasting background to clearly identify where the ad ends, and the page begins (not white, or very light blue/gray).
- Advertisements cannot contain graphics that simulate interactivity (i.e., drop down menus, search boxes, etc.) without that functionality actually existing. NO fake or simulated HTML interactivity.
- Advertisements cannot mimic news headlines in design, tone, 3rd person sentence structure, or topic.
- All advertisements will be reviewed by Newspaper.com and are subject to approval by Newspaper.com before placement on the site.

- Cookies may not be set on the [Newspaper.com](#) network.
- [Newspaper.com](#) reserves the right to preserve the user experience of its sites, and reserves the right to remove any advertisement which is deemed annoying and/or harmful to our users at any time.
- The sponsor of any advertising message appearing on [Newspaper.com](#) is clearly identified either on the ad itself or, if the ad is smaller than an 88x31 button, on the resulting first level jump page.

POLICY GUIDELINES FOR ADS THAT COLLECT PERSONAL INFORMATION

[Newspaper.com](#) allows advertisements to collect personal identifying information; however you may be asked to make changes to the ad units or include additional disclosure in order to be acceptable for advertising on [Newspaper.com](#).

If you wish to collect personal information within advertisements, those ad units will need to:

- Clearly identify your organization.
- Provide a direct link to your privacy policy, adjacent to the submit button.
- Clearly identify the purpose for collecting the information.

Additional disclosure may be required, depending on the type of advertisement. Please see your advertising representative for more information on required notices.

Note: As stated above, cookies may not be set on the [Newspaper.com](#) network.

SUBMISSION GUIDELINES

- Ads must conform to specifications outlined herein. Elements not meeting specifications will be returned for revision, which may delay the launch date.
- Standard creative must be submitted to your designated Account Executive 4 business days prior to campaign launch or campaign launch may be delayed. Rich media ads must be submitted 5 business days prior to launch to enable thorough testing. Contact your Sales Representative for additional details.
- Creative submissions should include the following:
 - Advertiser name
 - [Newspaper.com](#) Insertion Order number
 - Detailed trafficking instructions
 - Creative files
 - Alternate text (if applicable)
 - Linking URL
 - 3rd party tags (if applicable)
- 3rd party tags must be live at the time of submission to enable thorough testing before launch
- For Flash ads, an alternate image conforming to the designated gif/jpg specifications must be provided for use in the event that the user's browser does not support Flash 6.0 and above